



SPONSORSHIP | MARKETING | EVENT ACTIVATIONS IN **DOWNTOWN LA**

(213) MARKETING
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THE CHALLENGE:

“When people are overwhelmed with information and develop immunity to traditional forms of *marketing*, they turn instead for advice and information to the people in their lives whom they respect, admire and trust. *The cure for immunity is finding Mavens, Connectors and Salesmen.*”

- Malcolm Gladwell / The Tipping Point

So how do you find these key influencers and how do you mobilize them to endorse your brand?!

THE ANSWER: (213) MARKETING

We connect people, brands and businesses through social events. Our network consists of Mavens, Connectors, Salesmen, Early Adopters and Influencers who can help ***shape*** or ***shift*** the perception of your brand. We are the premiere all-in-one event and marketing solution in DTLA.



(213) MARKETING OVERVIEW

YOUR ALL-IN-ONE SOLUTION FOR MARKETING & EVENTS IN DOWNTOWN LA

ABOUT (213) MARKETING

The Founder:

“I am directly responsible for turning ideas into profitable finished products through creativity, assertive risk-taking and innovation. My mission is to connect people, brands and businesses through social events and carefully crafted target-marketing campaigns. Since 2008, I have been actively engaged in a collaborative partnership with various critical players to cultivate the social landscape of Downtown LA.” - **SCETCH**

The Team:

(213) MARKETING is a full service agency dedicated to cultivating the social landscape of Downtown LA. We have experience in the Downtown market and have generated over \$2 million in revenue for Downtown LA businesses using our tools, network and marketing strategies. Our methods have proved to be successful and we look forward to exploring new business opportunities.

The Cause:

We have partnered with **MUSIC to the Ears**, a 501(c)(3) non-profit foundation to help raise awareness and funding for their music education initiatives. **M.U.S.I.C = Musicians Using their Skills to Inspire Children**
For more information about their foundation, visit: www.musictotheears.org

YOUR ALL-IN-ONE EVENT AND MARKETING SOLUTION IN DTLA!

DOWNTOWN LOS ANGELES MARKET

Downtown LA is a growing and thriving market. GQ magazine billed it as the coolest city in America. We connect our clients with the DTLA market.



65,000 RESIDENTS



500,000 EMPLOYEES

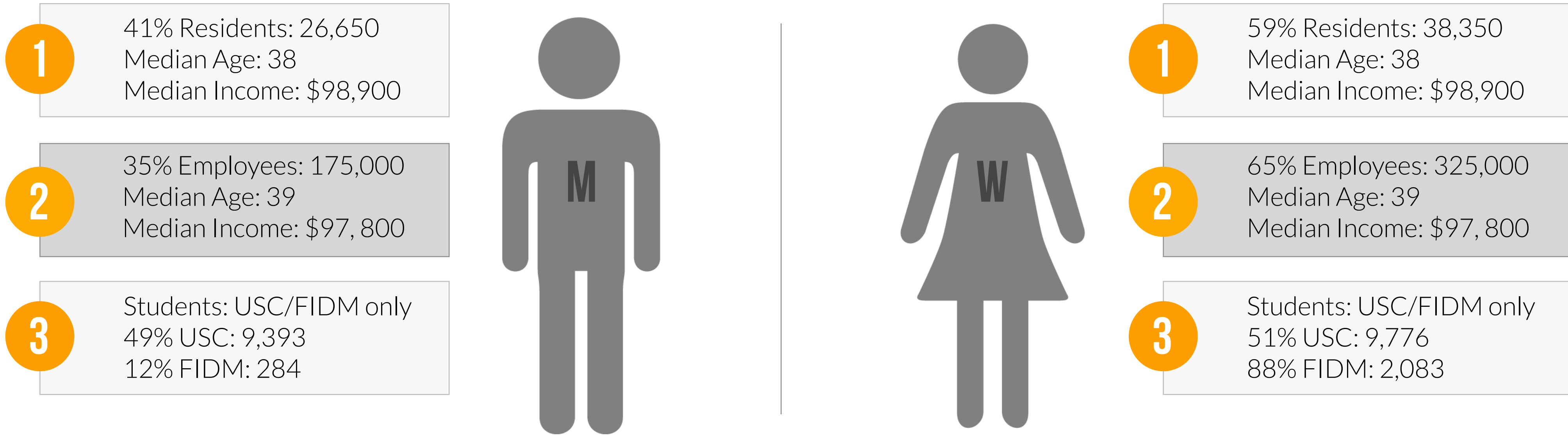


19 MILLION VISITORS



21,537 STUDENTS (FIDM/USC)

DOWNTOWN LA DEMOGRAPHIC



5,700,000 VISITORS Median Age: 40 | Median Income: \$71,300 **13,300,000 VISITORS** Median Age: 40 | Median Income: \$90,580

WHY PARTNER WITH US?

As a brand partner, you receive tangible benefits to reinforce your brand, products and sales incentives to a thriving Downtown Los Angeles market.

Customer Relationship Marketing	Branding	DTLA Target Marketing
Connect To Your Target Audience	Drive Sales	Market Penetration and Dominance
Create Brand Awareness & Visibility	Drive Retail Traffic	Tourists & Weekend Visitors
Increase Customers & Brand Loyalty	Activate Sales Promotions/Offer	LA Live & Convention Attendees
Cultivate Niche Markets	Product or Service Education	Residents, Employees & Influencers
Increase Social Media Following	Introduce New Products, Brands	Fashion, Arts & Music Community
Entertain Clients & Reward Employees	Update/Reinforce Brand Position	Business Owners & Executives

1

Custom Sales Activations:

We work with brand partners to develop custom sales activation programs with measurable results.

2

Direct Reporting:

We provide reports with updates, feedback and suggestions. The data is customized for each client.

THE NEW ENTERTAINMENT CAPITAL OF **LOS ANGELES**

Downtown LA already plays host to nationally recognized sports teams, awards shows, festivals and conventions.





WE ARE EVENT SPECIALISTS

WE CONNECT PEOPLE, BRANDS AND BUSINESSES THROUGH SOCIAL EVENTS



PARTY STARTER

In partnership with Party Starter

WHY DO THEY CALL US THE EVENT SPECIALISTS?

EVENT OPTIONS & INVENTORY

We are active event producers and we are connected to various event programming outlets, producers and promoters in Downtown Los Angeles. We produce custom branded special events and attach your brand to existing regularly scheduled entertainment and sports programming.

We have strong relationships with the people, venues and business owners in Downtown LA.

WE CAN PRODUCE ANY TYPE OF EVENT

WE TARGET A WIDE AUDIENCE WITH VARIOUS INTERESTS

Tie your brand into a variety of events in Downtown LA

Annual Special Events

Themed Special Events

Product Launch Events

Nightclub Events

Afterwork Networking Mixers

Award Show Afterparties

Resident Building Pool Parties

Sports Themed Events

Fashion Events

Food/Beverage Tasting Events

Concert Afterparties

EVENT SERVICES

Our turnkey event marketing and production services include:



OTHER EVENT SERVICES INCLUDE:

Creative: Photography, Audio/Video Production

PR: Publicity, Red Carpet, Press Release, Media

Talent Outreach: Music, Film/TV, Fashion, Sports

Custom: Signage, Products, Promotional Items

Pre-Event:

- ✓ Event Concept, Theme, Décor
- ✓ Strategy, Planning and Execution
- ✓ Custom Invite Creation (design & printing)
- ✓ Custom Event RSVP Site
- ✓ Mass Marketing (e-mail, social media, street team, personal invites)
- ✓ Local DTLA Marketing (residents, employees, tourists)
- ✓ Activate Affiliate Networks (groups, organizations, social clubs, influencers)

On-Site:

- ✓ On-Site Event Manager
- ✓ On-Site Event Support Staff
- ✓ Client Hospitality/Host
- ✓ Live Music Bookings (DJ's/Bands)
- ✓ Equipment Rental (Delivery, Set Up, Breakdown)

Post Event:

- ✓ Follow Ups, Reconciliation, Customer Feedback
- ✓ Event Recap Video/Photos
- ✓ Social Media Postings

CHOOSE FROM OUR LIST OF EVENT MARKETING ACTIVATIONS

CUSTOM SERVICES

BELOW IS A LIST OF CUSTOM SERVICES WE PROVIDE:

We customize event marketing packages to meet your brand needs, goals and objectives.

- ➡ Custom Sponsor Branded Event
- ➡ Custom Branded Invite & RSVP Site
- ➡ Custom Marketing/Promotional Items
- ➡ Custom Video Production
- ➡ Custom Audio Production
- ➡ Custom Branded Gift Bags
- ➡ Custom Promotional Products
- ➡ Custom Branded DJ Slipmats & DJ Rig
- ➡ Web/Radio Commercial (audio and/or video)
- ➡ Branded Street Team and/or Event Hosts
- ➡ Model/Celebrity/Music Talent Procurement
- ➡ Celebrity DJ and/or Host for sponsored event
- ➡ Celebrity Performance (Music, Comedy, Etc)
- ➡ Strategic Partnerships with DTLA businesses

EVENT BRANDING

OUR BRAND PARTNERS RECEIVE CUSTOMIZED ACTIVATIONS:

The specific placement and activation of each benefit will be determined by your needs and objectives.

- ➡ Universal Logo Placement
- ➡ On-Site Hospitality & Reserved Seating
- ➡ On-Site Signage & Branding
- ➡ On-Site demos & sampling
- ➡ Data Collection Opportunities
- ➡ Dedicated E-mail Blasts
- ➡ Branded Event Photos
- ➡ Post Event Video Recap
- ➡ Private VIP Gifting Suite
- ➡ Sponsored Prizes, Gifts, Coupons
- ➡ Product Education Meet & Greet
- ➡ Social Media / Publicity / PR / Ad Partners
- ➡ Real-Time Web Social Media Feed
- ➡ Red Carpet and Press Wall



WE ARE MARKETING SPECIALISTS

WE TURN IDEAS INTO PROFITABLE FINISHED PRODUCTS & MARKETING CAMPAIGNS

OUR PROCESS GETS RESULTS

We combine left-brained analytics with right-brained creativity to provide an effective and imaginative custom solution for our clients. These ideas and solutions translate into an immediate increase in consumer engagement, loyalty and revenue.



Our turnkey marketing services include:



WHY CHOOSE US?

HERE ARE A FEW REASONS

1

WE ARE YOUR ALL-IN-ONE SOLUTION

Why worry about managing multiple vendors when you can have one company provide a complete array of music, marketing and event services.

2

EXTENSIVE LOCAL RESOURCES

We have access to a variety of venues, residential buildings, business owners, marketing managers, promoters and creative service providers.

3

OUR DOWNTOWN NETWORK

We have solid relationships with key organizations, businesses, residents, employees and influencers in the Downtown LA market.

4

OUR EXPERIENCE & EXPERTISE

Our experience and focused activations leads to immediate financial benefits for clients. We have generated over \$2 million for DTLA businesses.



SOCIAL REACH

**“NOTHING INFLUENCES PEOPLE MORE THAN A RECOMMENDATION FROM A TRUSTED FRIEND”
- MARK ZUCKERBERG (FACEBOOK)**



SOCIAL REACH **= 200 MILLION**

Our presence and power of influence in the Downtown LA market increases conversions and consumer engagement (brand support, event attendance, social media shares and product consideration). Our extended domestic and international reach is 200 million+.

Influencer Network:

- ➔ Celebrities
- ➔ Athletes
- ➔ Publicists/PR Agents
- ➔ DJs/Musicians/Producers
- ➔ Fashionistas
- ➔ Club Promoters
- ➔ Visual Creatives (Photo/Video)
- ➔ Early Adopters/Bloggers

Business Network:

- ➔ CEO's
- ➔ Business Owners
- ➔ Attorney Network
- ➔ Corporate Executives
- ➔ Executive Assistants
- ➔ Entertainment Professionals
- ➔ Tech Junkies
- ➔ Business Graduate Students

Social Network:

- ➔ E-mail database
- ➔ Meet Up Groups
- ➔ Twitter Followers
- ➔ Facebook Fans
- ➔ YouTube Subscribers
- ➔ Instagram Followers
- ➔ Yelp Activists
- ➔ On-line portals, blogs



**CONTACT US FOR EVENT &
MARKETING ACTIVATIONS!**

“WHEN YOU NEED IT DONE RIGHT...CALL A SPECIALIST.”